

**INDIANA ARTS COMMISSION
ADVOCACY & AWARENESS COMMITTEE TELECONFERENCE**

November 17, 2011, 10:00 a.m.
IAC Office, 100 N. Senate Avenue, Room N505
Indianapolis, Indiana 46204

Pam Hicks, Chair

Minutes

Members present: Linda Levell

Members via teleconference: John DePrez, Judy Hess, Pam Hicks, Tetia Lee, Jeanne Mirro

Members absent: Suzie Rentschler, Kelly Schreckengast

IAC staff present: Dennis Hardin, Lewis Ricci, Rex Van Zant

Guests: Marvin Curtis, Governor's Arts Awards Planning Committee

1. **Welcome and Introductions.** IAC Commissioner Pam Hicks opened the meeting at 10:03 a.m. and asked everyone to introduce themselves.

2. **Consent agenda.** Due to lack of quorum present, no action was taken. The minutes from the Advocacy & Awareness Committee meeting on September 1, 2011 will be presented for approval at a special meeting prior to the December 9, 2011 meeting of the full Commission.

3. **IAC Advocacy Update.** IAC Executive Director Lewis Ricci reported that he, along with IAC Commission Chair Jon Ford, attended the Arts Midwest Executive Summit in Washington, D.C. on November 1 – 3. Arts Midwest had made arrangements for each state administrator to meet with federal policy-makers regarding funding for the arts. Mr. Ricci and Mr. Ford were able to meet with representatives from the National Endowment for the Arts, the Department of Agriculture, and the National Association of State Arts Administrators. In addition, they met with policy staff from the offices of U.S. Representatives Larry Buschon and Todd Young and Senator Richard Lugar, and met in person with Representative Mike Pence. Mr. Ford remarked that the meetings went well. IAC Commissioner Jeanne Mirro offered congratulations to Mr. Ricci and Mr. Ford for their efforts; Ms. Hicks added her congratulations. Regarding state funding and the next legislative session, Mr. Ricci reported that he has had discussions with State Representative Eric Koch, who has been supportive of arts initiatives, about the possibility of introducing cultural-district-related legislation during the upcoming session which begins in January 2012. Mr. Ricci also announced that national Arts Advocacy Day will be April 16 – 17, 2012 in Washington, D.C.

4. **State Arts Advocates Update.** Indiana Coalition for the Arts president Tetia Lee reported that January 23, 2012 has been selected for Arts Day at the Statehouse, during which advocates for the arts will have opportunities to meet with legislators and their staffs. INCA and the Indiana Coalition for the Arts Federation will host a luncheon for IAC Commissioners and staff on December 9, 2011.

Ms. Hicks requested that agenda item #5 (Governor's Arts Awards) be moved to a later slot in order that Marvin Curtis from South Bend could join the meeting by teleconference.

6. **New Business.** IAC Marketing and Communications Director Rex Van Zant asked the committee for opinions about what "tag line" IAC might use in future press releases; the tag line currently in use is from the previous strategic plan, and it should be replaced with something from the new 2012 – 2016 strategic plan. He offered two suggestions for change, and left open the option of not changing the tag line at all. The committee was enthusiastic in its endorsement of "The arts everywhere, everyday, for everyone in Indiana", which is the Vision Statement from the new IAC strategic plan. Mr. Van Zant then explained that all IAC grantees and sub-grantees are required to use both the IAC logo and the logo of the National Endowment for the Arts in printed materials such as event programs and brochures. Many of the IAC Regional Arts Partners have spoken of the difficulty in getting compliance from sub-grantees. Mr. Van Zant spoke of new training seminars which he will schedule in each Region in order to explain to grantees the requirement for using the appropriate logos and how to access them. The first of these seminars will be held at the Tippecanoe Arts Federation in Lafayette on December 15.

7. **Old Business.** Mr. Ricci reminded the committee of plans to host a gathering of former Commissioners in conjunction with the December 9 Quarterly Business Meeting to be held on the campus of Butler University in Indianapolis. Mr. Van Zant presented a handout (attached) showing current statistics about IAC web-site activities and other electronic communications being used by IAC.

5. **Governor's Arts Awards.** Marvin Curtis from South Bend, who is the host-city chairman of the GAA planning committee, joined the meeting by phone and told the committee of the latest developments in the event planning. The event will be held on April 26, 2012, on the campus of Indiana University-South Bend. He also announced that television station WNIT in South Bend will produce a documentary about the six recipients of the 2011 Governor's Arts Awards. He also announced that sponsorship invitation letters have been prepared and will be mailed to prospective sponsors soon. Mr. Van Zant announced that all of the physical awards have been produced by glass artist Ben Johnson, and will be shipped to IAC soon. Ms. Hicks thanked Mr. Curtis for his hard work in making the GAA event a success.

8. **Adjourn.** Ms. Hicks thanked everyone for their participation and closed the meeting at 11:00 a.m.